



OFFICE OF LT. GOVERNOR BECKY SKILLMAN

In Case You Missed It...

State's Indiana Artisan Program Becomes Successful Enterprise

A crowd of nearly 5,000 flocked to the inaugural Indiana Artisan Marketplace held Saturday, April 16 and Sunday, April 17, marking the next step forward for Lt. Governor Becky Skillman's successful Indiana Artisan Program.

- Launched by Lt. Governor Skillman in 2008, the Indiana Artisan grew quickly prompting state officials to transition it from a government program to an independent non-profit organization in August of 2010.
 - Currently, 179 artisans representing 53 counties have been accepted into the program.
 - To find out what counties the artisans represent, visit, http://www.in.gov/indianaartisan/pdfs/ArtisanMap_V7_March10.pdf.
- Three state agencies the Lt. Governor oversees collaborated with the Indiana Arts Commission to develop the Indiana Artisan program:
 - Office of Community and Rural Affairs, Office of Tourism Development, and Indiana State Department of Agriculture
 - The Indiana Artisan program provides marketing support, an Internet presence and tourism-focused "Artisan Trails" throughout the state.
- The Indiana Artisan Marketplace was the first ever trade show bringing artisan participants under one roof.
 - Lt. Governor Skillman joined nearly 200 retailers from six states on Friday, April 15 for a preview of the 177 total exhibits.
 - Retailers from Illinois, Indiana, Kentucky, Michigan, Missouri and Ohio attended the Indiana Marketplace to place wholesale orders.
 - Public attendance reached 4,900, raising \$25,000 for Indiana Artisan.
- Only Hoosier entrepreneurs who create high-quality arts, crafts and value-added foods are accepted into the Indiana Artisan program.
 - Only 17 percent of applicants since 2008 during nine jury panels have been accepted into the program.
 - A recent panel session on Saturday, April 16 juried four of the 30 applicants, or 11 percent, into the program.

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Lt. Governor Skillman oversees the Indiana Department of Agriculture, the Indiana Housing and Community Development Authority, the Office of Energy Development, the Office of Community and Rural Affairs, and the Office of Tourism Development.

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